

PRODUCT DISPLAY

[0001] This application claims priority from U.S. Provisional Application Serial No. 60/477,222, filed on June 9, 2003.

Field of the Invention

[0002] This invention pertains to a product display having an integrated space that allows for the insertion and removal of products. More specifically, the invention relates to a display that, in its unassembled state, is a flat, single-piece design and, when assembled, is in an upright fashion for display and insertion or removal of products and materials.

Background of the Invention

[0003] Product displays, such as literature displays for providing printed materials to consumers, are rather common. Generally, there are several common types of displays. The most common display is one where a user attaches a pocket to a front portion of a display panel and attaches a separate easel-type of stand on the back portion of the panel to support the display in an upright position. The pocket and stand can be attached by either gluing or stapling tabs to attach the pocket to the front and the stand to the back.

[0004] This type of display is costly to manufacture because it generally requires multiple components, including a panel, pocket and stand. In particular, each component must then be processed individually thereby increasing the manufacturing costs. Also,

such displays require a relatively large amount of material due to the multiple component design, which also increase costs.

[0005] Known product displays are also difficult to initially set-up. Specifically, a user must typically fold the pocket, panel and stand from an initial flat position into a usable three-dimensional position. The user must then connect the pocket and stand to the panel properly to form the display. The number of steps and the relative difficulty in connecting the pocket and stand to the panel can cause the set-up difficulties. Once set-up, known product displays can easily fall apart or break in a relatively short period of time. The pocket, panel, or stand can break off due to a failure in the glue, staples, or tabs holding the components together. Also, the components may not re-attach properly or not look aesthetically pleasing once re-attached.

[0006] Displays and holders for goods made from a single sheet of cardboard are known. Many of these are collapsible. Nevertheless, these known displays are not stable in their assembled position. Also, these types of displays are difficult to manufacture and assemble due to their relatively intricate design. Another problem with these known displays are that they do not provide a suitable force to the goods inserted and held in the display. For example, U.S. Patent No. 5,458,242 provides a single piece cardboard display. The display includes a flap that is pushed inwardly during assembly to provide an opening for literature. The flap, however, fails to provide an adequate force on the literature inserted into the display so that the literature can be easily moved therein by any force cause by accidental pushing or movement of the display during its normal use.

[0007] It would therefore be desirable to have a product display having reduced manufacturing costs while providing an easier to set-up, more stable and more effective display for distributing products.

Summary of the Invention

[0008] The present invention is directed to a product display. The product display is a one-piece construction that is flat when it is in an unassembled position. In the assembled position, the product display includes a front panel section, a bottom section connected to the front panel section, and a back section connected to the bottom section. The front panel section includes a brace section that attaches to the back section. The product display includes an opening in the panel that holds products in an upright manner. Preferably, the brace section includes a flap. The present product display does not require an added on or formed pocket that extends outwardly from the panel.

[0009] The product display also includes a flap. The brace section, back portion, or the bottom section can include the support tab. The support tab provides a spring biasing force on the product or products placed in the opening on the front panel section to support the product in an upright position. The spring biasing force of the support tab also allows the product display to act as a self-adjusting dispenser for the product.

[0010] In another aspect, the present invention is directed to a holder for goods. The holder includes a bottom panel, a front panel connected to the bottom panel, and a back

panel connected to the bottom panel. The front panel includes an opening. The back panel includes a flap that extends downwardly from the back panel to the front panel. Preferably, the flap extends downwardly from the back panel to the front panel such that the flap is capable of contacting the front panel below the opening.

[0011] In a further aspect, the present invention is directed to a holder for goods. The holder includes a bottom panel, a front panel connected to the bottom panel and a back panel connected to the bottom panel. The front panel includes an opening. The bottom panel includes a flap that extends upwardly from the bottom panel to the front panel. Preferably, the flap extends upwardly from the bottom panel to the front panel such that the flap is capable of contacting the front panel below the opening.

[0012] In a further aspect, the present invention is directed to a holder for goods including a bottom panel, a front panel connected to the bottom panel, and a back panel connected to the bottom panel. The front panel includes an opening and a brace section extending from the front panel along an edge of the opening toward the back panel. The brace includes a flap extending from the brace toward the front panel. Preferably, the flap extends downwardly from the brace toward the front panel and is capable of contacting the front panel below the opening.

[0013] In yet a further aspect, the present invention is directed to a holder for goods. The holder includes an elongated sheet having a first, second, third and fourth score lines. The first score line can be bent to form a front panel and a bottom panel. The second

score line can be bent to form a back panel from the bottom panel. The third score line is on the front panel and can be bent to form a brace section. The fourth score line is on the brace section and can be bent to form a flap. Preferably, the brace section and the back panel are connected by a connecting means.

[0014] Still other benefits and advantages of the invention will become apparent to those skilled in the art upon a reading and understanding of the following detailed description.

Brief Description of the Drawings

[0015] The invention may take physical form in certain parts and arrangement of parts in a preferred embodiment of which will be described in detail in this specification and illustrated in the accompanying drawings which form a part hereof and wherein:

[0016] Figure 1 is a plan view of a product display in a flat, unassembled position.

[0017] Figure 2 is a partially folded, rear plan view of the display.

[0018] Figure 3 is a perspective view of the partially assembled product display.

[0019] Figure 4 is a perspective view of the product display in a fully assembled position.

[0020] Figure 5 is a side perspective view of the produce display where the flap is connected to the back portion.

[0021] Figure 6 is a side perspective view of the product display where the flap is connected to the bottom portion.

Detailed Description of the Preferred Embodiments

[0022] Referring now to the drawings wherein the drawings are for purposes of illustrating the preferred embodiments only and not for the purposes of limiting the same:

[0023] Figure 1 shows a product display **100** in a flat unassembled position. The display **100** is defined in its flat unassembled position as a single sheet by a top edge **11**, bottom edge **13**, right side **12** and left side **14**. The display **100** further includes first score line **15** and second score line **16**. The display **100** can be folded at a first score line **15** to form a front panel section **10** and bottom section **20**. The display **100** can be folded at a second score line **16** to form the back section **30**.

[0024] Figure 1 further illustrates that within the front panel section **10**, a brace section **40** is defined by top score line **41**, bottom edge **43**, right side **42** and left side **44**. The brace section **40** includes locking notches **62** and **64** that forms a tab therefrom. Locking notch **62** includes edges **65**, **66**. Locking notch **64** includes edges **67**, **68**. The brace section **40** includes a flap **50** that is defined by a top edge **51**, bottom score line **53**, right side **52** and left side **54**. Although Figure 1 shows the brace section **40** including the flap **50**, it is contemplated that the bottom portion **20** can include the support tab.

[0025] Figure 1 also illustrates a locking tab **60** on the back section **30**. The locking tab **60** is preferably of a semi-circular shape defined by a right edge **62**, bottom edge **63**, and left edge **64**. Of course, it is contemplated that the locking tab **60** may be other geometric and non-geometric shapes. The locking tab **60** provides a slit or opening between the locking tab **60** and the back panel **30**. It is of course contemplated that any other known connecting means can be used to connect the brace section **60** with the back panel section **30**. As used herein, "connecting means" can include tabs, adhesive, staple, and stitching.

[0026] Figure 2 illustrates the connection of the brace section **40** to the back section **30** during assembly. The front panel section **10** and back panel section **30** are bent toward each other at scores **15**, **16** so that the front panel section **10** and back panel section **30** each form an acute angle with the bottom portion **20**. The brace portion **40** is then bent at top score line **41** toward the back portion **30**. An opening **75** on the front panel section **10** is formed. When the brace section **40** is bent at the top score line **41** to connect the brace section **40** to the back section **30**, the tab on the bottom edge **43** of the brace portion **40** between the locking notches **62**, **64** is inserted into the slit formed by the locking tab **60**. The locking notches **62**, **64** allow the bottom edge **43** of the brace section **40** to insert into the slit formed by the locking tab **60** on either side of the back section **30** for successful assembly as shown in Figure 3. The flap **50** can then be pushed toward a bottom edge **73** of an opening **75**. The flap **50** is pushed past the bottom edge **73** and the top edge **51** of the flap **50** abuts the inner portion of the front panel section **10** below the bottom edge **73**. Of course, the top edge **51** abuts the product when the product is inserted into the opening **75**. Figure 4 shows the final assembled product display **100**.

[0027] It is contemplated in the present invention that the flap does not necessarily extend from a brace section. It is also contemplated that the display does not necessarily include a brace section. One alternate embodiment for the location of the flap is shown in Figure 5. Figure 5 shows a display **200** having the back portion **202** extending upward toward and connecting to the front panel **204**. The front panel **204** would include an opening **206**. The rear panel **202** includes a flap **208** connected along edge **210** to the rear panel **202**. The flap **208** extends from the rear panel **202** toward the front panel **204**. Preferably, the flap **208** extends downwardly from the rear panel **202** to the front panel **204** and is capable of contacting the front panel **204** below the opening **206**.

[0028] It is also contemplated that the flap can extend from the bottom panel **306** as is shown in Figure 6. Figure 6 shows an alternate display **300** that includes a front panel **302**. The front panel **302** includes an opening **304**. The front panel **302** is connected to the bottom panel **306**. The bottom panel **306** is connected to a back panel **308**. The back panel **308** and front panel **302** can be connected directly to one another by a connecting means. Alternatively, the front panel **302** or back panel **308** can further include a brace (not shown) that connects the front panel **302** and back panel **308**. The bottom panel **306** is connected to a flap **310** along edge **312**. The flap **310** extends upwardly from the bottom panel **306** toward the front panel **302**. Preferably, the flap **310** is capable of contacting the front panel **302** below the opening **304**.

[0029] Any one or more of the front panel, bottom panel, back panel, brace, and/or flap can be adjusted according to any size, shape, and/or angle according to the size of the goods inserted in the display or according to the aesthetic features desired. Thus, the present display is not limited in any way by any size, shape, and/or angle of any of its features.

[0030] Another feature the present display is capable of is the ability to incorporate artwork on the front panel of the display with artwork of the goods in the display seamlessly. This feature further provides the present display with a desirable aesthetic appearance.

[0031] A further feature that is possible with the present display is the inclusion of other advertising features. For example, additional displays and/or holders can be connected by any connecting means to the present display. These additional displays and/or holders provide an additional aesthetic appearance and further act as a holder for additional goods to the present display.

[0032] It is also contemplated in the present invention that the display can be formed from any known material. Such materials include corrugated material, paperboard, cardboard, plastic, styrene, solid bleached sulfate (SBS), foam core, and the like. Preferably, the present display is formed from any known corrugated, paperboard, or cardboard material by die-cutting or the like. Nevertheless, it should be appreciated that other materials are suitable if those materials are considered necessary or advantageous.

[0033] In use, products (not shown), such as printed materials, literature, compact discs, advertising materials, and any other possible form of goods are inserted into the opening 75 so that the products abut the inner portion of the front panel section 10 and the top edge 51 of the flap 50. The flap 50 provides a spring biasing force on the products to provide it support. Due to the acute angle of the front panel section 10 relative to the bottom section 20, the portion of the products above the top scored edge 41 is supported by the front panel section 10. Once a product is removed from the product display 100, the flap 50 continues to provide the spring biasing force on the remaining products.

[0034] Thus, any of the variables disclosed herein can readily be determined and controlled without departing from the scope of the invention herein disclosed and described. Moreover, the scope of the invention shall include all modifications and variations that fall within the scope of the attached claims.